



WXYZ

ORDER

Print Date 09/14/12 Page 1 of 2

Flight Dates **09/12/12-09/17/12**

Contract / Revision **310514 /**

Original Date / Revision
09/10/12 09/10/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product
CARE for Michigan

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1242**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	24	\$60,690.00	\$71,400.00	0.00	08/27/12	09/17/12	24	\$60,690.00	\$71,400.00
Totals	24	\$60,690.00	\$71,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/12/12	09/17/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	1:00	4	\$2,400.00	FX	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/12/12	09/18/12	1-111--		4		\$2,400.00		0.00					
N 2	WXYZ	09/15/12	09/15/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/12/12	09/18/12	-----S-		1		\$1,200.00		0.00					
N 3	WXYZ	09/16/12	09/16/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WXYZ

Print Date: 09/14/12

Page 2 of 2

Contract / Revision **310514** Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan**

Estimate # **1242**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	09/16/12	09/16/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	-----S		1			\$1,000.00			0.00			
N 4	WXYZ	09/12/12	09/17/12	12-1pm M-F 12-1pm	CM	12-1pm	1-11---	1:00	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	1-11---		3			\$2,000.00			0.00			
N 5	WXYZ	09/12/12	09/14/12	6p News 6-630pm M-F	CM	6-630pm M-F	--111--	1:00	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	--111--		3			\$3,000.00			0.00			
N 6	WXYZ	09/16/12	09/16/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	-----S		1			\$2,000.00			0.00			
N 7	WXYZ	09/12/12	09/17/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1-111--	1:00	4	\$4,400.00	P-2	0.00	NM	4	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	1-111--		4			\$4,400.00			0.00			
N 8	WXYZ	09/12/12	09/17/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1-11--1	1:00	4	\$5,000.00	P-3	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	1-11--1		4			\$5,000.00			0.00			
N 9	WXYZ	09/12/12	09/12/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--W----		1:00	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	--W----		1			\$3,000.00			0.00			
N 10	WXYZ	09/15/12	09/15/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	1:00	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	-----S-		1			\$500.00			0.00			
N 11	WXYZ	09/16/12	09/16/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/12/12	09/18/12	-----S		1			\$1,500.00			0.00			
Totals														24	\$71,400.00